

JULIET – AD/PUB GUIDELINES

CONSULTATION (Ad Campaign / Distribution)

1. DC
2. Todd Phillips

RESTRICTIONS

1. **Joaquin Phoenix**
 - a. No caricature use
 - b. The scenes in which Phoenix appears nude and/or simulating sex may not be used in connection with advertising, trailers, TV spots, DVD bonus material, or marketing and/or promotional materials
2. **Lady Gaga**
 - a. No caricature use
 - b. The Scenes in which Gaga appears simulating sex may not be used in connection with advertising, trailers, TV spots, DVD bonus material, or marketing and/or promotional materials
3. **Zazie Beetz**
 - a. No caricature use

LOGOS

AV (upfront logos)	AV END CARD & PRINT (static bug logos & copyright lines)
<ul style="list-style-type: none">• WB• DC	<ul style="list-style-type: none">• WB logo (far right)• DC logo (far left)• © & TM DC (inside left)• Soundtrack Album on Interscope Records/WaterTower Music (inside right)

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Director, Writer or Producer AW credit will trigger the billing block and must match in size, font and style

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LEGAL LINE(S) on worldwide ads

- IF AN AD IS SO SMALL THAT LOGOS BECOME UNREADABLE, remove logos and add:
© & TM DC © 2024 Warner Bros. Ent. All Rights Reserved
- IF THE ABOVE WB LEGAL LINE IS UNREADABLE ON SMALLER ADS, use the shorter WB legal line instead:
© & TM DC © 2024 WBEI

MPA RATING on domestic ads

Once the film's MPA rating has been accepted, it must appear on all DOMESTIC ads.



Audible Rating Guidelines

- Each TV spot (other than 10 seconds and less) must audibly state the film rating:
“Rated R”
- Radio spots shorter than 30 seconds and/or for non-theatrical release, must audibly state:
“Rated R”
- Radio spots 30 seconds or longer must audibly state:
“Rated R. Under 17 Not Admitted Without Parent.”

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ARTWORK REQUIREMENTS

CREDIT COMBINATIONS

- JOAQUIN PHOENIX
- JOAQUIN PHOENIX, LADY GAGA
- JOAQUIN PHOENIX, LADY GAGA, any cast, BRENDAN GLEESON

LIKENESS COMBINATIONS

- JOAQUIN PHOENIX
- JOAQUIN PHOENIX, any cast

CAST	ARTWORK CREDITS	ARTWORK LIKENESSES	AUDIO MENTIONS
JOAQUIN PHOENIX	<ul style="list-style-type: none">• Tied to any other cast• 1st position• Above or before title if any other cast is• Size no less than any other cast• Excludes series ads; equal # of series ads	<ul style="list-style-type: none">• Tied to any other cast (<i>including excluded ads</i>)• Size no less than any other cast• Excludes series ads; equal # of series ads	<ul style="list-style-type: none">• Tied to any other cast (<i>including excluded ads</i>)• 1st position
LADY GAGA	<ul style="list-style-type: none">• <i>n/a</i>	<ul style="list-style-type: none">• <i>n/a</i>	<ul style="list-style-type: none">• Tied to any other cast (<i>including excluded ads</i>)
BRENDAN GLEESON	<ul style="list-style-type: none">• Tied to any cast except Phoenix and Gaga• Excludes series ads	<ul style="list-style-type: none">• <i>n/a</i>	<ul style="list-style-type: none">• <i>n/a</i>

OVERALL CAST ORDER (PER AD BILLING STATEMENT):

JOAQUIN PHOENIX, LADY GAGA, BRENDAN GLEESON, CATHERINE KEENER, ZAZIE BEETZ

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APPROVALS: LIKENESS & BTS

LIKENESS APPROVALS

Todd Phillips (Director/Writer/Producer) – 1 pass
Emma Tillinger Koskoff (Producer) – 1 pass
Georgia Kacandes (Executive Producer) – 1 pass
Joey Garner (Executive Producer) – 1 pass
Scott Silver (Executive Producer/Writer) – 1 pass
Mark Friedberg (Executive Producer) – 1 pass
Joaquin Phoenix – 3 passes
Lady Gaga – 3 passes
Brendan Gleeson – 2 passes
Catherine Keener – 2 passes
Zazie Beetz – 3 passes
Steve Coogan – 2 passes
Harry Lawtey – 2 passes
Sharon Washington – 1 pass

BTS APPROVALS

Todd Phillips
Joaquin Phoenix
Lady Gaga
Catherine Keener
Zazie Beetz
Steve Coogan

CLEARANCE ISSUES

MUSIC CLEARANCE

- Email WBPMusicClearance@warnerbros.com for a current list of cleared & restricted Cues (e.g. scores, songs, sound designs)
- Cues from the feature, including original songs and visual vocals, are heavily restricted
- Cues may NOT be used in any contests, giveaways, station IDs, co-branded or co-promotional materials without prior approval from Home Office
- Cues may NOT be stripped from finished materials for use in other materials without prior approval from Home Office

CONTENT CLEARANCE

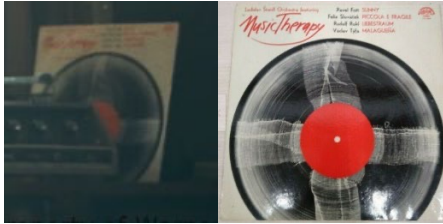
NOT CLEARED

- Original Merrie Melodies Animation, utilizing 3rd party materials (posters, photos, likenesses).
- 4 WB Posters starring Fred Astaire ("The Bandwagon," "Top Hat," "Shall We Dance," and "Swing Time") as background set dressing in the animated sequence
- 1 Talent approved publicity photo from Joker 1 of character Murray Franklin (played by Robert DeNiro) as background set dressing in the animated sequence.
- WB Looney Tunes Cartoon clip re-use (1950 –1957, "Rabbit of Seville", "Rabbit Fire", "Feed the Kitty", "Duck Amuck", "One Froggy Evening", "What's Opera, Doc", "Show Biz Bugs") as playback in the Arkham rec room.
- Young Arthur photo, Young Penny photo (non-SAG Joker 1 production extras photo), as featured image in Arthur's case file when defense counsel questions Dr. Liu in court.



- Fictitious BOOK COVERS, "The Night the Laughter Died by Gene Ufland" (using two talent approved publicity stills of Murray and Gene from "Joker") as a featured prop in the movie.
- RECORD COVER, 1979 LADISLAV STAJDL ORCHESTRA MUSIC THERAPY, as set dressing in the Arkham music room.

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- FRED ASTAIRE PERFORMANCE CLIP RE-USE from “The Band Wagon,” as playback in the Arkham rec room.

PENDING CLEARANCE (requires review by IP Counsel)

- Variety show sequence
- Variety show stage design (rotating panels with lightbulb text)

CLEARED

- 8 Carl Jung book covers (2x) “Synchronicity”, “Symbols of Transformation”, “Aspects of the Feminine”, “Psychiatric Studies”, “Mesterium Coniunctionis”, “Four Archetypes”, Mandala Symbolism” *In-context Advertising only.*
- “Memories, Dreams, Reflections” book covers written by C.G. Jung *In-context Advertising only.*
- Arthur on Subway with three (3) Wall Street Bros from Joker 1.
- Arthur as Joker Laughing on Franklin Murray Couch from Joker 1.
- Arthur sitting at Penny’s Bedside from Joker 1.
- Arthur Washing Makeup off in Grungy Bathroom from Joker 1.

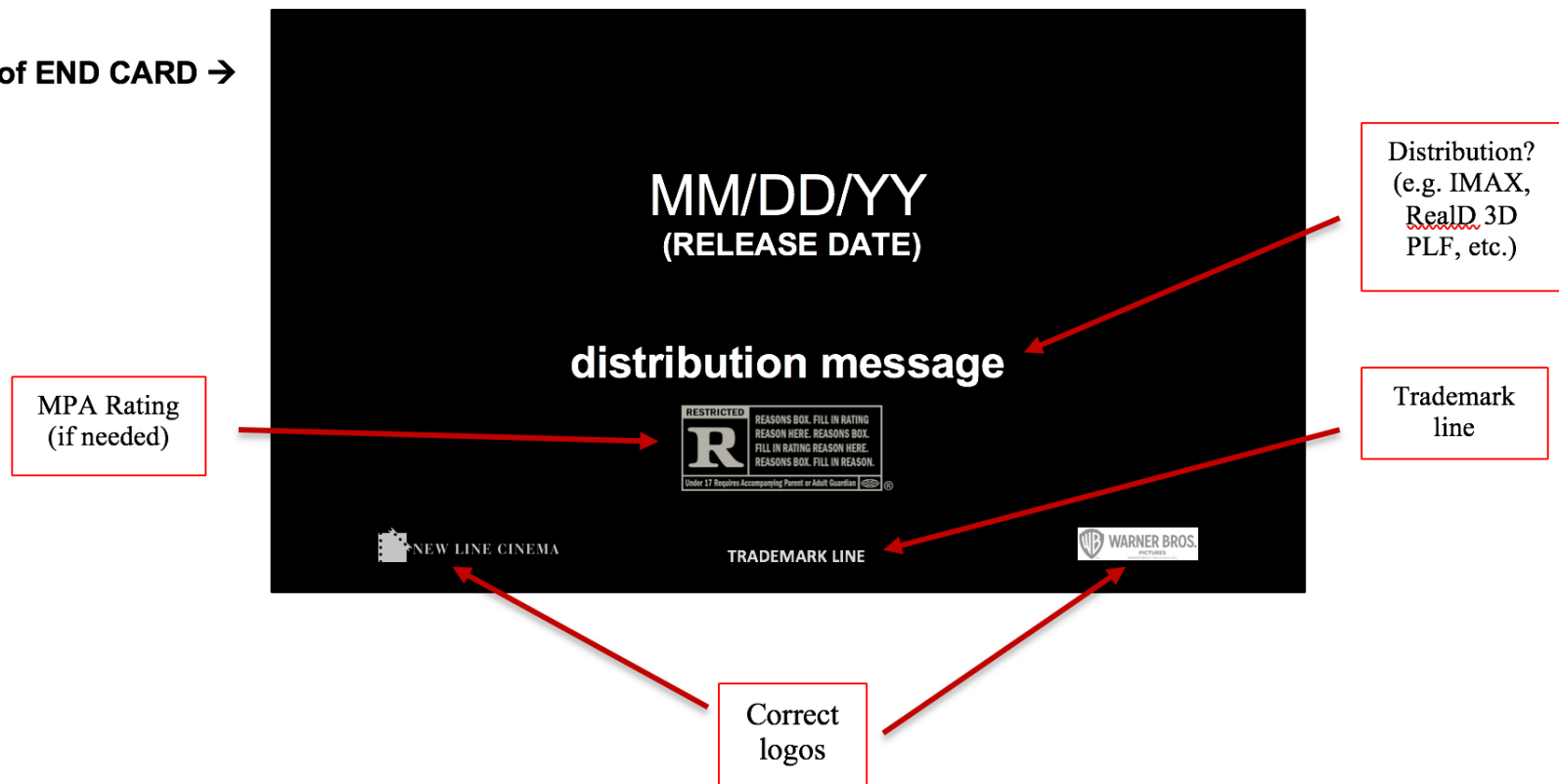
AV MATERIAL (more info)

****Typically, crediting anyone other than 2 starring actors will trigger the billing cards****
[3 or more cast names OR any non-cast name = billing credits]

ALL AV ADVERTISEMENT MATERIALS MUST INCLUDE AN END CARD WITH LEGAL INFO:

- Appropriate logo(s), copyright line(s) (if any), legal notices, & rating (if applicable)
- “IN THEATERS” or CALL-TO-ACTION MESSAGE + RELEASE DATE

Example of END CARD →



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AV MATERIAL (more info, cont'd)

TRAILER

All domestic in-theater trailers must have a green band (or red/restricted) at the head of the trailer.
Rating does not need to appear on trailer end cards.



TV & DIGITAL

Billing Block credits are required on spots that are longer than :60 seconds.
Please see WBTVMFINISHING@warnerbros.com for final approved TV cards like the above.

10MIN+ CONTENT RESTRICTION

Outside of a theatrical setting, clips exceeding 10 minutes in length will trigger residual talent fees at 3x times their daily rate.
Please consult AdPub Legal and/or Labor Counsel for more information.

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BILLING BLOCK / LEGAL LINE GUIDELINES

*Personal service agreements (PSAs) and Guild affiliation determine whether credits and logos are due in ads. Often times, the credits are so many in number that it is **best to apply all of the credits in the form of a “billing block” onto advertising materials** to adhere to filmmakers’ and casts’ contractual obligations as set out in their PSAs and Guild agreements.*

BILLING BLOCKS typically appear on the following materials:

- Main one-sheet (**FULL**)
- Media promoted screen ads (**FULL**)
- Premiere invites & screening tickets (**FULL**)
- Outdoor ads (**varies**)
- Online webpages (**varies**)
- In-theater standees (**FULL**)
- Video/DVD packaging (**FULL**)
- DOM full-page newspaper/periodical/magazine ads (**FULL**)
- **AV (TRAILERS & TV) with non-cast credit(s) OR 3 or more cast credits (NON-FULL)**
- DOM newspaper ads smaller than a full-page (**NON-FULL**)
- INTL newspaper (**NON-FULL**)
- INTL film tie-in book covers (**NON-FULL**)

ONLY LOGOS AND/OR © LINES should appear on the following when no billing block is required:

- Outdoor Ads & Billboards (when/if a DGA waiver is granted to remove the Director credit)
- AV (e.g. Trailers & TV Spots) material with 2 cast credits and no non-cast credits
- Teaser Onesheets (when/if a DGA waiver is granted to remove the Director credit)
- Commercial Tie-ins & By Products
- Magazine Covers or Editorial
- Online Ads (with limited space and/or subject to HBO Max’s standard practice with online ad materials)
- Publicity/promotional material with limited space

WAIVERS SECURED
(no need for billing block
unless non-cast are credited)

- **Advance/ Teaser One Sheet Waiver**

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MEDIA / PUBLICITY INVITES

Magazine Covers

Credit should be given for any use of our artwork & should be stated in the CREDITS or ON THE COVER section on the “Table of Contents” page inside the magazine as follows:

On Shelf Magazines:

- ARTWORK COPYRIGHT: © & TM DC © 2024 Warner Bros. Ent. All Rights Reserved OR
- IMAGE LINE: *Image provided by Warner Bros. Pictures* OR
Image courtesy of Warner Bros. Pictures

Online Subscriptions:

- © & TM DC © 2024 Warner Bros. Ent. All Rights Reserved OR
- © & TM DC © 2024 WBEI

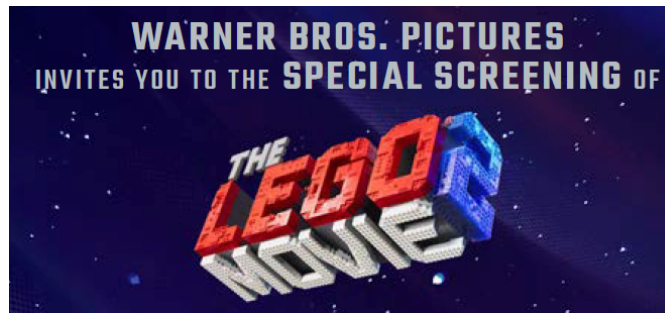
Partner-Shared Invites & Screening Communication

Because no media partner can solely “Present” a Warner Bros. Picture, the following language should be used in the heading of partner-shared Invites & screening communication.

“Warner Bros. Pictures invites you to a special screening of...”

“Warner Bros. Pictures and (Name of Media Partner) invite you to a special screening of...”

Any deviation from the above language should be reviewed by TeamChucholowski@warnerbros.com, TeamMaltagliati@warnerbros.com, and/or TeamWalden@warnerbros.com in Home Office.



LEGAL LINE(S) ON CATALOG / RE-RELEASE CONTENT

COPYRIGHT

- **Key Artwork:** The copyright lines detailed on page 1 should appear on the campaign's marketing materials
- **Film Photography (i.e. production/unit still or film screengrab):** Use the film's copyright line
 - Stills are considered motion picture photography, which is different than the advertising campaign artwork that our teams create
 - If the original copyright cannot be added on the image, as an alternative, accompany the image with "Courtesy of Warner Bros. Pictures"
- **Promo & Premium Items:** Use Consumer Products' copyright lines

YEAR OF COPYRIGHT LINES

- Any artwork (old or new) associated with a new release date, new copy, new text, or treatment will require a copyright line with the CURRENT YEAR.
- **Film Photography:** Film legal lines (as opposed to marketing's legal lines) should appear in conjunction with still photographs in the event that those stills are not part of the promotional artwork.
- **Promo & Premium Items:** If the asset is a promotional or useful item, a copyright line with NO YEAR is OK to use.

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LEGAL CONTACTS

Business Affairs Exec:	Dan Furie
Credits & Titles:	Marissa Barrick
Project Attorneys:	Lauren Sudar
	Courtney McNulty
Theatrical Clearance:	Bruce Hughes
AdPub Attorney (WB):	Damon Bonesteel
WB IP Attorney (WB):	Tami Sims
Music Legal (WB):	Raymond Gonzalez

REFERENCES

1. Advertising/Publicity Obligations Memo (02.05.24)
2. Ad Billing Statement (02.08.24)
3. Clearance & Wrap Memos (Wrap Memo – 10.03.23)
4. MPA Advertising Administration
5. DGA 2017 Minimum Basic Agreement
6. WGA 2020 Minimum Basic Agreement
7. Studio and/or Industry standard practice

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